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### Montana Public Radio pledge drive is April 2-10

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## **NEWS RELEASE**

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March 18, 2005

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### **MONTANA PUBLIC RADIO PLEDGE DRIVE IS APRIL 2-10**

#### **MISSOULA —**

Montana Public Radio will celebrate its 40th anniversary with an on-air fund-raiser April 2-10 titled "40 Years of Montana Public Radio -- It's Powerful Stuff."

Since KUFM-FM started on The University of Montana campus in 1965, many things have changed. The faint and fledgling 10-watt signal of 1965 has grown to a network that broadcasts via satellite to half the state, including **Whitefish** and **Kalispell**, **Hamilton**, **Missoula**, **Helena**, **Butte**, **Dillon** and **Great Falls**.

"The support of our listeners has proven to be powerful stuff indeed and has enabled the growth of the station over many years," said Linda Talbott, Montana Public Radio marketing director.

This year's goal is \$433,000. Listeners will hear radio staff and phone volunteers celebrate for each \$1,000 pledged. Talbott said many listeners stay tuned to the pledge drive almost continuously, keeping track of the tally and calling in pledges of financial support.

For 40 years Montana Public Radio has aired programs not found on other stations. Talbott said Montana Public Radio listeners always have had a special agreement about providing support for the station.

"The program hosts at Montana Public Radio keep the fund-raiser upbeat and positive," Talbott said, "and we interrupt the programming only once a year for just nine days to ask for

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financial support. Listeners have responded generously with pledges from \$1 to \$10,000. This simple formula has carried us to our 40th year."

This year's station T-shirt features a special 40th anniversary logo -- a radio microphone with mountains behind it.

Each year Montana Public Radio receives donations from listeners that are then used as thank-you gifts for those who make pledges. These gifts are called premiums, and they range from homemade pies and cheesecakes to glider rides, river trips and gourmet meals.

"Listeners contribute more than 2,000 of these special items," Talbott said, "making our fund-raiser different, better and more engaging than any other public radio station in the country."

Public Radio Week 2005 will include: "A Grand Reading of all Premiums," 5 p.m., Saturday, April 2; "Celtic Celidh (Gaelic for party)," which includes anniversary cake, Friday afternoon, April 8; and "Pet Wars," 5 p.m. Sunday, April 10. (Will the cats beat the dogs in pledging?)

People can pledge from 5 p.m. Saturday, April 2, to midnight Sunday, April 10, by calling (800) 325-1565 or (406) 243-6400. Or they can pledge online at <http://www.mtpr.org>.

For more information, call Talbott at (406) 243-4215 or e-mail [linda.talbott@umontana.edu](mailto:linda.talbott@umontana.edu).

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